LEO BURNETT COMPANY, Inc.
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20610340002

New lady's shaver: Flicker® Designed to cut hair...not skin.

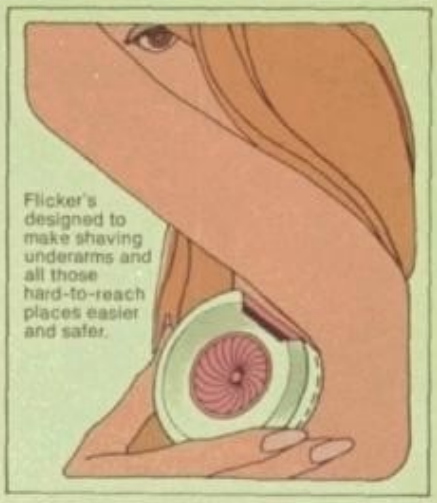
Finally, a lady's shaver designed to do what you always wanted it to . . . cut hair, not skin.

Flicker's stainless steel blades are specially protected so they just glide over the top of your skin without cutting it.

Thanks to Flicker's exclusive self-contained design, your hands never have to touch blades again. Flicker contains 5 blades. The little window shows how many blades you've used.

Flicker lets you shave your legs close, smooth and safe. You may never nick your knees or skin your shins again.

Flicker's designed to make shaving underarms and all those hard-to-reach places easier and safer.



Look for this Flicker display wherever beauty aids are sold and find a whole new way to feel about shaving.

Try it. $1.49

It's non-electric.

TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon. We will reimburse you 25¢ plus 5¢ handling, if it has been used in accordance with our customer offer. Void where prohibited, taxed, or restricted by law. Cash redemption value 1/20 of 1¢. This coupon is non-assignable. Invoices proving purchase sufficient stock of our brands to cover coupons presented must be shown upon request. Mail coupons to American Safety Razor Company, P.O. Box 10207, Clinton, Iowa 52732. Reimbursement will be made only to a retail distributor of our merchandise. Good only in the States. Offer expires July 31, 1973. Any other use constitutes fraud.

25¢

PLA1-A

save 25¢ on Flicker and save your skin.

25¢

Look for this package wherever beauty aids are sold.

It's non-electric

This coupon is worth 25¢ toward purchase of the Flicker.

Source: https://www.industrydocuments.ucsf.edu/docs/xrvv0004

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